

Mountainland Region Edition

October 2001

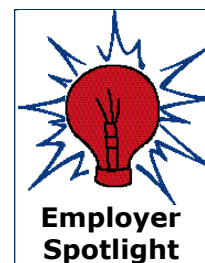
EMPLOYER *Update*



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Displaying **Art** *at Adonis Bronze*



When Adonis Bronze merged with Wasatch Bronze 7 years ago, company owners created a foundry with a beautiful sculpture park around it to display monumental art. Owners, Steve, Gary, and Brian Streadbeck, along with Dennis Smith, carefully

show and art classes during Alpine Days. In the fall, classes for oils, watercolors, and sculpturing are offered.

One of the masterpieces completed at the foundry is the famous Pony Express by Avard Fairbanks; featuring a rider and station master exchanging horses as they deliver the mail. This piece now sits near Hogle Zoo at the entrance of Heritage Park.

Adonis Bronze offers competitive pricing, timely production, custom pedestals and basing, restoration services, personalized support, shipping and installation services, fabrication, custom packaging and crating, architectural casting, in-house photography, multi-color patinas, sandcasting, lettering and plaques and sculpture tools and supplies. They presently employ 65 workers and hire through the Department of Workforce Services (DWS).

Housed in the front end of the building is the Alpine Art Center; a beautiful facility where weddings, receptions, and concerts are held. A variety of world class performers such as Lorie Simms perform at the Alpine Art Center. The famous Keith Brown family from Alpine, Utah perform regularly.

Season and group rates for concerts as well as tours are available by contacting Adonis Bronze at (801) 763-7173 or by visiting their website at adonisbronze.com.



Left: An example of the beautiful sculptures that adorn the grounds of Adonis Bronze, above.

chose a location where the art would have more exposure.

The foundry acreage, located in Alpine, borders Westfield Elementary, Burgess Park and Alpine City with a scenic circular pathway. Alpine City has now approved right of way from surrounding developments to run their green space into the park with plans to create pathways and parks the length of Alpine ending at the mouth of American Fork canyon.

Inside is a magnificent art gallery displaying a variety of art including that of local artists Dennis Smith, Steve Streadbeck, Blair Buswell and Karl Jensen. Adonis Bronze offers an art

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Kitchen Table Economics

**New LMI Newsletter is for
Everyone**

By Connie Blaine

Economic Information Coordinator

The Workforce Information Division of DWS is proud to introduce it's newest newsletter, **TrendLines, Perspectives on Utah's Economy**. This "plain English" bi-monthly newsletter offers "kitchen table economics" for all labor market information users: business people, human resource specialists, planners, educators, job seekers, legislators, or anyone who likes to stay informed. **TrendLines** takes all the current complex economic data and distills it into a user-friendly format-no jargon, or tables loaded with numbers. For those wanting more information or detail, each article will have Internet addresses listed at the end, to link the reader with more data on the topic.

Each issue of **TrendLines** will contain regular features: A Metro section focusing on the Wasatch Front; "The Other Utah" section highlighting nonurban areas; national economic news affecting Utah; a highlighted county (first issue is Cache County), two feature articles on current issues; one from a DWS economist, and one from a "guest writer"-such as an economist from the Governor's Office of Planning and Budget. A Department page will convey news from various divisions within DWS, and letters to the editor will be included in future issues.

Each **TrendLines** issue will have a theme, such as "The Economic Impact of the Olympics" (next issue), "The Economic Outlook for Utah," and more.

The pilot issue is both on the web at <http://wi.dws.state.ut.us/pubs/trendlines/t10801.pdf>, and available in print. To get a free copy, or to get on the mailing list, call 801-526-9786, or e-mail us at cblaine@ws.state.ut.us. Enjoy!

Boost Your Website Traffic

using the SuperTips Internet Marketing Articles

Want to know how to boost your internet traffic? Read on! Without a doubt the most powerful method of attracting visitors to your website - and keeping them there - is by providing useful free information.

Articles which explain how to make money, or save money, or improve your business, or save time are always in demand.

You will suddenly find that more and more sites will start linking to your site when you provide valuable information.

The Supertips Internet Marketing articles are available for you to freely provide this information - and here are some effective ways of using them to promote your own business.

Example 1

Choose an article that will appeal to your readers, for example "How to Profit on the Internet." Make a copy of this report and put it on a new page at your website. Before the start of the report and at the end you publicize your own promotion with an eye-catching link or banner, for example:

"Click here for our TOP selling product."

or

"Purchase before the end of the month - and SAVE 30%."

On your main page where you are providing links to the rest of your website add a line referring to this new page, for example:

"Click here for today's SPECIAL Free report."

or

"Click here for our Free report - How to Profit on the Internet."

or

"Click here for a Free report to BOOST your online sales."

This is bound to incite the curiosity of your readers. They link to the report, they find the content useful and feel that you have offered a bonus instead of just a sales pitch. They will then be inclined to click to your special links.

You can also promise that there will be another report next week, you can simply rotate reports and at the same time set up different links or banners for your own products.

Example 2

This is variation of Example 1 but instead of choosing one particular report you simply refer to the whole collection, for example:

"Click here for a FREE collection of great Internet Marketing articles, guaranteed to boost your on-line business."

This will lead to a page where you refer to the collection at <http://www.supertips.com/art/list.htm> but again you surround this with your own promotions.

Example 3

Mention in your ads or sales letters that there is a collection of articles and point to the page you have set up in Example 2. You can also see EXACTLY how other sites are using these simple free ideas. They are listed on one page and you can find it at www.supertips.com/art/lista.htm. The information in this article plus much more is available free of charge; simply list the website and/or author as your resource.

KUDOS

"I would like to express my sincere thanks for all the help and support you and your staff rendered during our mass hire and orientations. I believe you went above and beyond the call of duty by...allowing us to use your personal office...giving us full and complete access to your facility...We truly could not have done it all without you. Thanks again."

Tim Zavala

Store Manager, Lowe's Home Improvement Warehouse

"DWS has been a very important part of St. George Target's successful opening. From the very beginning they helped us with every need...The St. George Target Team was also very grateful to be able to use the DWS building and supplies...we used their resources several times, for meetings, orientations and interviews. DWS is an excellent organization and we greatly appreciated their assistance in opening our Target store."

Sharlyn Schofield

Team Relations Leader

"Hiring for our new store was such a success. We were very pleased with the services DWS has to offer."

**Terri Eagan
Harmons**

"Thank you and your staff for the ongoing support in eBay's efforts to recruit qualified individuals. The commitment your team displayed in an effort to meet our aggressive deadline was most appreciated (and also proved that you understand what it is like to work on Internet time.)"

**Lynn Hardin
eBay**

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Executive Director's Office
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Salt Lake City, UT 84111

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Mountainland... Region

IHC Utilizes Our Resources

As one of Utah Valley's largest employers, Intermountain Health Care (IHC) is always looking for better ways to find qualified people to fill vacancies at the Utah Valley Regional Medical Center, the Orem Community Hospital and the American Fork Hospital. Mini-job fairs sponsored by DWS are proving to be a very useful hiring tool.

For example, representatives from IHC's Food and Nutrition Services hired five new employees at a job fair this past summer. Being able to review applications and interview candidates on the spot greatly decreases the time it takes to fill a position - a definite win/win for both IHC and the applicants. With continued success, IHC plans to regularly attend the monthly job fairs and take advantage of the time savings.

"Finding the DWS job fairs has significantly reduced the hiring time for some of our departments that hire frequently. The process of hiring new employees can seem long and complicated and utilizing this new resource has been a huge asset," stated Ken Walker, region director of Human Resources for IHC, pictured at the right.



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Kaye Stewart (801) 465-4510
- Provo
Kent Gygi (801) 342-2622
- American Fork
DeAn Cardon (801) 492-4510
- Regional On-the-Job Training
Irwin Purcell (801) 342-2629
- Regional Internships
Lon Bowen (801) 342-2610
- Regional Economist - All Areas
Mark Knold (801) 526-9458